IN THE CLAIMS

1. (cancelled)

2. (currently amended) ~~The system of Claim 1, further comprising:~~

In a computing environment, a system for providing a reward to a user of the Internet for desired web site visiting behavior, said system comprising:

means located at a first server for loading a first web document over the Internet to a user's computer, said first web document having a hyperlink to a different server for a second web document;

means for monitoring at the first server whether said user selects said hyperlink to navigate to said second web document;

means at said first server responsive to a detection for monitoring whether said user returns to said first document;

means at said first server for providing a reward to said user in response to the user returning to the first web document from the second web document;

means for starting a timer in response to the user selecting the hyperlink in the first web document;

means for stopping the timer when the user returns to the first web document and determining a timer value; and

means for comparing the timer value to a first and a second threshold value, wherein, the reward is provided to the user only if the timer value is greater than the first threshold value and smaller than the second threshold value.

3-10. (cancelled)

11. (currently amended) ~~Computer readable code according to Claim 10, further comprising:~~

Computer readable code loaded memory for execution on a computer, for providing a reward to a user of the Internet for desired web site visiting behavior, said code comprising:

first subprocesses for loading a first web document from a first server over the internet to a user's computer, said first web document having a hyperlink to a second web document located at a second server connected by the internet to the user's computer and the first server;

second subprocesses for monitoring whether said user selects the hyperlink to navigate to said second web document;

third subprocesses for monitoring whether said user returns to receive said fast document from said first server;

fourth subprocesses for providing a reward to said user over the internet from the first server in response to the user returning to the first web document from the second web document;

fifth subprocesses for starting a timer in response to the user selecting the hyperlink in the first web document;

sixth subprocesses for stopping the timer when the user returns to the first web document and determining a timer value; and

seventh subprocesses for comparing the timer value to a first and a second, threshold value, wherein the reward is provided to the user only if the timer value is greater than the first threshold value and smaller than the second threshold value.

12-19. (cancelled)

20. (currently amended) ~~The computerized method of Claim 19, further comprising the steps of:~~

A computerized method to provide a reward to a user interacting with a computer network, said method comprising the steps of:

loading a first document from a first server over the internet onto a network access device of the user in response to a user request to download the first document received at the first server over the computer network, the first document having a hyperlink to a second document on a second server connected to the computer network;

determining whether said user selects the hyperlink and navigates to receive said second document over the computer network from the second server;

determining whether said user returns to said first document;

providing a reward to said user after said user returns to said first document;

if it is determined that the user has returned to the first document, determining an amount of time for the user spent by the user before returning to the first document; and

the network access device comparing the amount of time to a first threshold value and a second threshold value; and

providing the reward only if the amount of time is greater than the first threshold value and smaller than the second threshold value.

21-24. (cancelled)